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selling a displayed product to a customer, wherein the product sold is adapted to display an image selected by the customer; and  
distributing a portion of revenues from the product sold to the registered entity.

2. (Amended) The method of claim 1 further comprising:  
displaying one or more images on the viewable medium including the image selected by the customer.
3. (Amended) The method of claim 2 wherein the viewable medium comprises a website hosted on a web server and accessed by a computer via the Internet.
4. (Amended) The method of claim 3 wherein registering comprises:  
receiving identification information for the entity;  
creating at least one photo album for the entity; and  
issuing an identifier for the created photo album to the entity for access to the created photo album.
6. (Amended) The method of claim 5 wherein the website is operative to enable the entity to access information relating to viewing and purchasing activity from the created photo album.
7. (Amended) The method of claim 1 wherein distributing the portion of revenues comprises:  
distributing a first portion of revenues to the registered entity; and  
distributing a second portion of revenues to a different entity.
8. (Amended) The method of claim 7 wherein the different entity comprises a referring entity that referred the entity to register with the service provider.

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10. (Amended) A computer program product including machine-readable code stored in a distributed storage medium comprising:  
code for facilitating registering an entity with a service provider;  
code for displaying one or more products for sale on a viewable medium hosted by the service provider;

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code for closing a sale to a customer of a displayed product on which an image selected by the customer is reproduced;

code for determining revenues from closed sales of displayed products; and  
code for allocating a portion of the determined revenues to the registered entity.

11. (Amended) The computer program product of claim 10 further comprising:

code for displaying one or more provided images on the viewable medium; and  
code for allowing the customer to select the image to be reproduced on the displayed product from the displayed one or more provided images.

12. (Amended) The computer program product of claim 10 wherein the code for allocating the portion of determined revenues comprises:

code for allocating a first portion of determined revenues to the registered entity;  
and

code for allocating a second portion of determined revenues to a different entity.

13. (Amended) The computer program product of claim 12 further comprising:

code that determines whether the registered entity was referred to the service provider by a referring registered entity, and if so, designates the referring registered entity as the different entity, and if not, the different entity is selected by the service provider.

14. (Amended) A method of hosting fundraising comprising:

providing a platform on which a host entity displays one or more images;  
offering for sale on the platform one or more products on which the displayed images may be reproduced; and  
distributing to the host entity a portion of revenues from products sold with reproduced images from the displayed one or more images.

16. (Amended) The method of claim 15 further comprising:

registering a plurality of host entities; and  
providing incentives to at least one of the registered host entities for referring additional host entities to register.

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17. (Amended) The method of claim 14 wherein the portion of revenues are distributed to one or more entities other than the host entity.

18. (Amended) A system for fundraising comprising:  
means for registering an entity with a service provider;  
means for posting one or more images selected by the registered entity;  
means for enabling one or more customers to view the posted images and for displaying one or more products for sale to the one or more customers;  
means for enabling the one or more customers to purchase one or more of the displayed products and to select for reproduction on each purchased product, one or more of the posted images; and  
means for determining revenues from purchased products and a portion thereof to be distributed to the registered entity.

19. (Amended) The system of claim 18 wherein the means for registering, posting, and enabling customers to view the posted images and displaying products for sale, comprise respective pages of an application program interface hosted by a computer server accessible over a communications network.

20. (Amended) The system of claim 19 wherein the means for determining revenues and the portion thereof to be distributed to the registered entity comprises a processor in the computer server executing machine readable code.

21. (Amended) A method for fundraising comprising:  
registering an entity with a service provider, the entity comprising one of a person, a group of persons or an organization;  
displaying one or more images on a web site hosted by the service provider;  
displaying one or more products for sale on the web site hosted by the service provider;  
selling at least one displayed product to a customer, wherein each product sold includes an image selected by the customer from the one or more displayed images; and

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distributing a portion of revenues generated from the sale of products to a designated entity.

22. (Amended) The method of claim 21 wherein registering comprises:

receiving information identifying the registering entity;

receiving information, if any, identifying the designated entity;

creating at least one photo album for the registering entity; and

issuing an identifier to the registering entity to identify and access the created

photo album.

24. (Amended) The method of claim 21 further comprising:

distributing another portion of revenues to a party other than the registered entity

or the designated entity.

25. (Amended) The method of claim 24 wherein the party comprises a referring entity that referred the registered entity to the web site hosted by the service provider.

26. (Amended) The method of claim 24 wherein the party is selected by the service provider.

27. (Amended) The computer program product of claim 11 further comprising code for organizing and reporting information relating to viewing of displayed images and purchasing activity.

28. (New) The method of claim 1 wherein the displayed product comprises a photo print.

29. (New) The method of claim 14 wherein the one or more products offered for sale comprises a photo print.

30. (New) The method of claim 21 wherein the displayed products for sale on the web site comprises a photo print.

31. (New) The method of claim 22 further comprising:

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providing the registered entity access to reports of at least one of sales of products activity and image viewing activity.

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32. (New) The system of claim 18 wherein the system further comprises:  
means for enabling the registered entity to access reports containing information relating to viewing of posted images and purchases of displayed products.

33. (New) The system of claim 32 wherein the means for enabling the registered entity to access reports comprise respective pages of an application program interface hosted by a computer server accessible over a communications network.

*ROOKS*  
(Changes made relative to the original claims are shown in Appendix B)

REMARKS

By this Amendment, Applicant adds new claims 28-33 thus claims 1-33 are all the claims pending in the application. The foregoing amendments are made for the purposes of clarifying the claimed invention and are not made for purposes of patentability. The foregoing amendments do not narrow the literal scope of the claims. Marked up-versions showing the changes relative to the previous versions of the specification and claims are illustrated in Appendices A and B respectively. Examination and favorable consideration of all pending claims are respectfully requested.

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